

REPORT QUARTER 2



JANUARY - MARCH 2019

THANK YOU!

Your support helps Coastal Roots Farm cultivate healthy, connected communities through sustainable agriculture, food justice, and generations of Jewish agricultural practices. Thank you for equipping us to provide healthy, nutritious food to our San Diego neighbors, a space for vibrant Jewish life, and opportunities to connect to the land and one another!

SINCE INCEPTION (2014-2019 QUARTER 2)



70%
Harvests
donated



136,532
Pounds
distributed



126,028
Individuals
reached
(distribution)



3.23 million
Pounds diverted
from landfill



14,883
Individuals
reached
(events)

2019 QUARTER 2



62%
Harvests
donated



6,632
Pounds
distributed



4,440
Individuals
reached
(distribution)



245,805
Pounds diverted
from landfill



1,613
Individuals
reached
(events)

OUR NUTRITIONAL IMPACT



In Quarter 2, we launched a new evaluation effort to better understand the nutritional impact of our food distribution. While we can easily estimate the number of servings of vegetables we distribute to the community every month, each vegetable distributed also provides a person with a different nutrient profile which contributes to daily needs. Utilizing the USDA's National Nutrient Database and the FDA's Labeling and Nutrition Guidelines, we calculate the approximate nutrients of produce distributed and percentage daily value of nutrients received.

Also in Quarter 2, the 6,632 pounds of fresh produce we distributed to 4,440 individuals provided each person with the following nutritional percentage: Energy: 11%; Protein: 27%; Calcium: 45%; Iron: 39%; Folate: 109%; Vitamin A: 152%; Vitamin B-6: 58%; Vitamin C: 281%; Vitamin K: 852%



QUARTER 2 HIGHLIGHTS

JEWISH LIFE

During MLK weekend, we welcomed 807 people of all ages and backgrounds for our annual Tu B'Shvat Food Forest Festival. Together, we learned about the Seven Sacred Species, planted over 100 trees, created art from nature, and honored the legacy of Dr. Martin Luther King, Jr. Seventy-five percent of guests were first time attendees with 62% identifying as Jewish. As a result of the event, 85% reported a greater sense of understanding how the study of nature connects to Jewish values and all indicated the Farm is accessible and inclusive.



FARM EDUCATION

This school year, the Farm re-launched its School & Group Visits with new STEM and Next Generation Science Standards (NGSS)-based curriculum and welcomed three new full-time educators. In Quarter 2, 110 students enjoyed hands-on experiences on the Farm, with topics ranging from farm exploration to pollination and food access. All teachers surveyed indicated the field trip was a positive experience and helped foster interest in nature and the environment for their classes.



AGRICULTURAL STEWARDSHIP

In Quarter 2, the Farm welcomed 150 new chickens to the Food Forest. The new birds will forage as they move through the alleyways and help build the soil. In Quarter 3, we look forward to planting crops between the trees for the first time. These crops will become part of our total production, increasing the harvest we are able to share with community members in need while also letting the other fields lay fallow and rest.



“Planting the tree as a family was really special and contributed to this amazing process of rehabilitating and rejuvenating the land and soul while farming... I am definitely inspired and would love to go to more Coastal Roots Farm events!” - Tu B'Shvat Food Forest Festival attendee

THANK YOU TO OUR RECENT FUNDERS

Congregation Beth El Men's Club • Datron World Communications • Nordson Corporation • Poinsettia Foundation • San Marcos Community Foundation • Simply Organic • TUW James W. Hughes Foundation



THANK YOU TO OUR FARM FOUNDERS CIRCLE MEMBERS

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